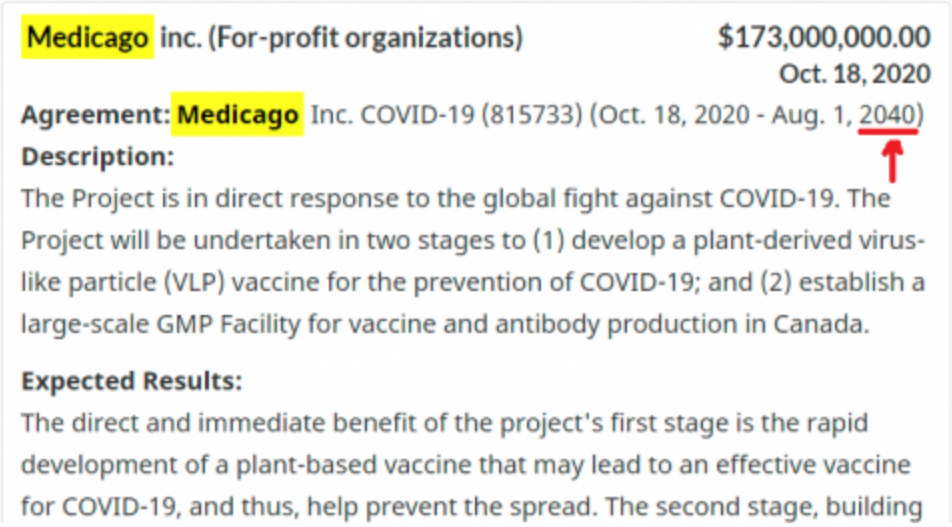
CANUCK LAW
Reporting That You're Not Getting Elsewhere (Do Your Own Research To Verify)

MARCH 4, 2021 BY RONNIE

Crestview Strategy, Danielle Peters, Lobbyists Behind $173 Million Grant To Medicago


Medicago inc. (For-profit organizations) $173,000,000.00
Oct. 18, 2020
Agreement: Medicago Inc. COVID-19 (815733) (Oct. 18, 2020 - Aug. 1, 2040)
Description:
The Project is in direct response to the global fight against COVID-19. The Project will be undertaken in two stages to (1) develop a plant-derived virus-like particle (VLP) vaccine for the prevention of COVID-19; and (2) establish a large-scale GMP Facility for vaccine and antibody production in Canada.
Expected Results:
The direct and immediate benefit of the project's first stage is the rapid development of a plant-based vaccine that may lead to an effective vaccine for COVID-19, and thus, help prevent the spread. The second stage, building

Medicago received a grant of $173,000,000 to develop a CV-19 vaccine. Beyond that, a portion of the grant is to build a manufacturing facility, which presumably should be operational by 2040.

1. Danielle Peters, Major Pharma Lobbyist

Registration - Consultant

Medicago Inc / Medicago Inc / Danielle Peters, Consultant

Registration Information

Client name: **Medicago Inc / Medicago Inc**
Lobbyist name: **Danielle Peters, Consultant**
Initial registration start date: **2013-01-30**
Registration status: **Active**
Registration Number: **782641-308645**

« ‹ **Registration versions:** 6 of 6: 2020-07-13 to pres

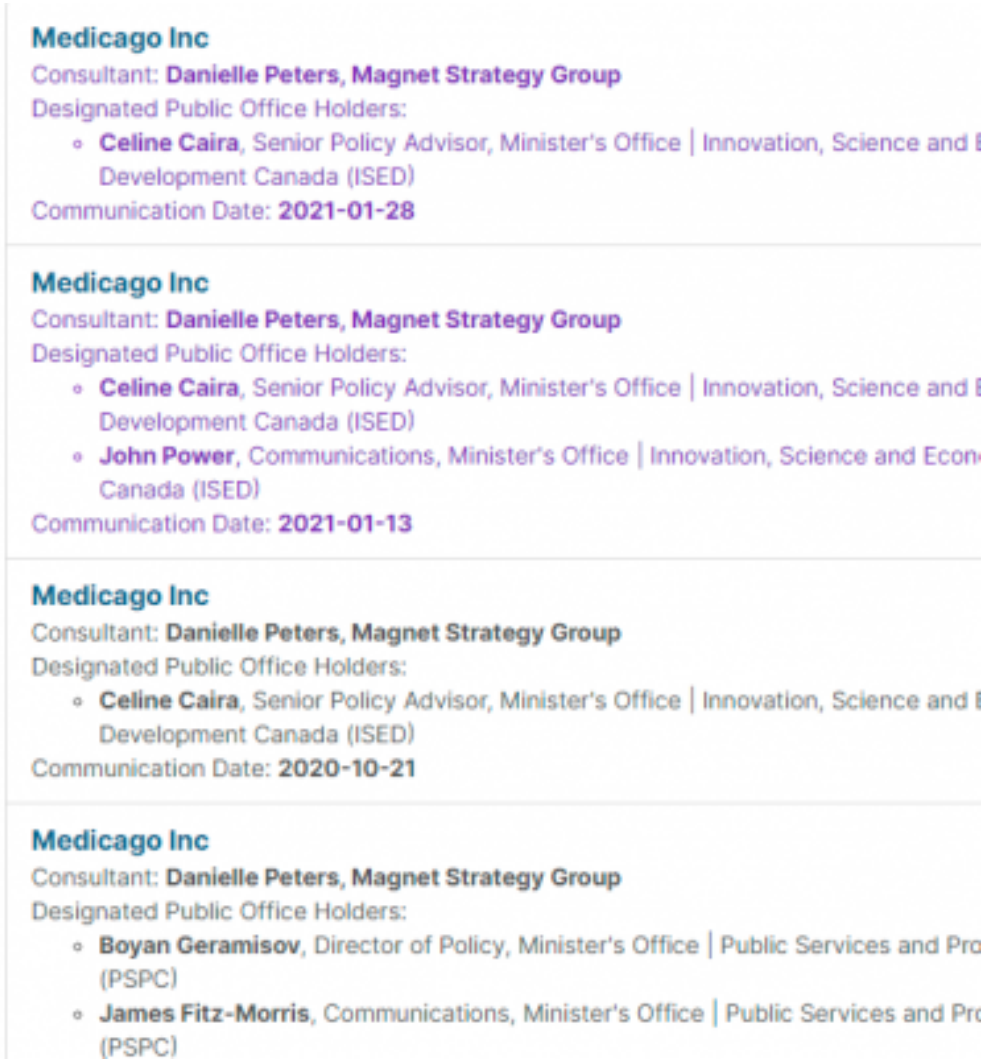
Version 6 of 6 (2020-07-13 to present)

Monthly Communication Report

Return to Registration for Medicago Inc / Medicago Inc

308645-495922

Registrant name:	Danielle Peters
Client:	**Medicago Inc**
Associated registration:	782641-308645-6
Communication date:	2021-01-28
Posted date:	2021-02-15
Designated Public Office Holders who participated in the communication:	**Celine Caira**, Senior Policy Advisor Minister's Office, Innovation, Science and Economic Development Canada (I



Medicago Inc
Consultant: **Danielle Peters, Magnet Strategy Group**
Designated Public Office Holders:
- **Celine Caira**, Senior Policy Advisor, Minister's Office | Innovation, Science and E
  Development Canada (ISED)

Communication Date: **2021-01-28**

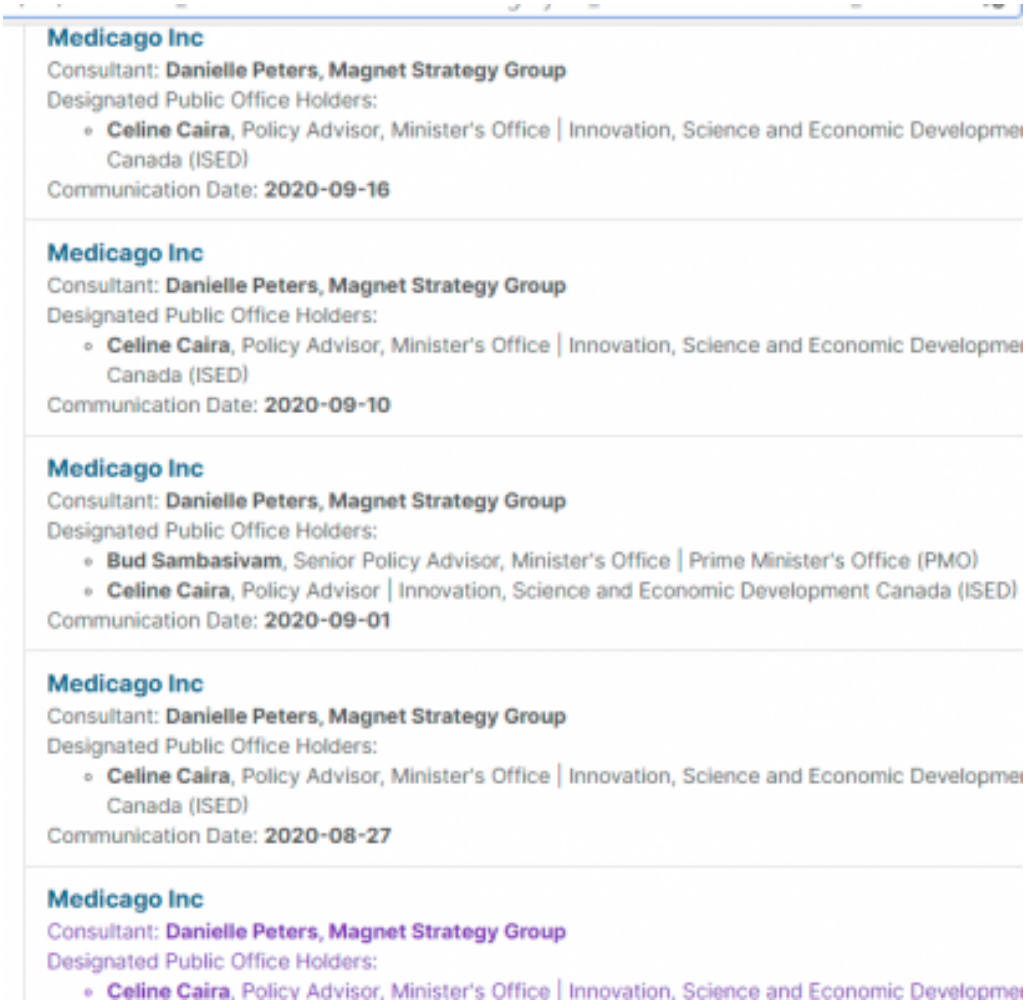
Medicago Inc
Consultant: **Danielle Peters, Magnet Strategy Group**
Designated Public Office Holders:
- **Celine Caira**, Senior Policy Advisor, Minister's Office | Innovation, Science and E
  Development Canada (ISED)
- **John Power**, Communications, Minister's Office | Innovation, Science and Econ
  Canada (ISED)

Communication Date: **2021-01-13**

Medicago Inc
Consultant: **Danielle Peters, Magnet Strategy Group**
Designated Public Office Holders:
- **Celine Caira**, Senior Policy Advisor, Minister's Office | Innovation, Science and E
  Development Canada (ISED)

Communication Date: **2020-10-21**

Medicago Inc
Consultant: **Danielle Peters, Magnet Strategy Group**
Designated Public Office Holders:
- **Boyan Geramisov**, Director of Policy, Minister's Office | Public Services and Pro
  (PSPC)
- **James Fitz-Morris**, Communications, Minister's Office | Public Services and Pro
  (PSPC)


Medicago Inc
Consultant: Danielle Peters, Magnet Strategy Group
Designated Public Office Holders:
Celine Caira, Policy Advisor, Minister's Office | Innovation, Science and Economic Developme
Canada (ISED)
Communication Date: 2020-09-16
Medicago Inc
Consultant: Danielle Peters, Magnet Strategy Group
Designated Public Office Holders:
Celine Caira, Policy Advisor, Minister's Office | Innovation, Science and Economic Developme
Canada (ISED)
Communication Date: 2020-09-10
Medicago Inc
Consultant: Danielle Peters, Magnet Strategy Group
Designated Public Office Holders:
Bud Sambasivam, Senior Policy Advisor, Minister's Office | Prime Minister's Office (PMO)
Celine Caira, Policy Advisor | Innovation, Science and Economic Development Canada (ISED)
Communication Date: 2020-09-01
Medicago Inc
Consultant: Danielle Peters, Magnet Strategy Group
Designated Public Office Holders:
Celine Caira, Policy Advisor, Minister's Office | Innovation, Science and Economic Developme
Canada (ISED)
Communication Date: 2020-08-27
Medicago Inc
Consultant: Danielle Peters, Magnet Strategy Group
Designated Public Office Holders:
Celine Caira, Policy Advisor, Minister's Office | Innovation, Science and Economic Developme

- February 4, 2019
- February 4, 2019
- February 5, 2019
- November 27, 2019
- January 22, 2020
- March 3, 2020
- March 5, 2020
- May 25, 2020
- June 8, 2020
- June 8, 2020
- June 29 2020
- July 13, 2020
- July 15, 2020
- July 29, 2020
- July 30, 2020
- August 6, 2020

- August 7, 2020
- August 26, 2020
- August 27, 2020
- September 1, 2020
- September 10, 2020
- September 16, 2020
- September 29, 2020
- October 10, 2020
- October 10 2020
- January 13, 2021
- January 28, 2021

The above list only includes searches for Medicago, which Danielle Peters is featured prominently. She has been registered as a Medicago lobbyist since 2013. Those dates are when she met on behalf of Medicago to lobby for vaccines. If you only search her name, Peters is involved in other pharma lobbying, such as with Merck, Kalgene Pharmaceuticals, Therapure Biopharma, and the Alliance for Safe Online Pharmacies

2. Danielle Peters, Magnet Strategy Group

Dani Peters is President of Magnet Strategy Group, a consulting firm that manages public affairs strategies in Canada and the United States.
Prior to founding Magnet Strategy Group, Dani held senior roles in public affairs firms in the U.S. and Canada, concentrating on fields that include innovation, health and life sciences. Over the past decade, Dani has worked with groups in the health sector to develop and manage government, public policy, funding, advocacy and stakeholder strategies.
Dani is co-founder of the Cross-Border Health Foundation, an organization that fosters dialogue between Canada and the United States around common health priorities. In addition to operating Magnet Strategy Group, Dani serves on the Industry Advisory Board for Bloom Burton & Co., a healthcare investment advisory firm in Toronto. She is also a Health Leader-in-Residence for the World Health Innovation Network (WIN), within the University of Windsor's Odette School of Business.
Dani earned her undergraduate degree from McGill University and a Master of Arts in International Trade Policy from the Middlebury Institute for International Studies at Monterey. She lives in Toronto with her husband and three children.

> ***Dani Peters is President of Magnet Strategy Group***, a consulting firm that manages public affairs strategies in Canada and the United States.

> Prior to founding Magnet Strategy Group, ***Dani held senior roles in public affairs firms in the U.S. and Canada***, concentrating on fields that include innovation, health and life sciences. Over the past decade, Dani has worked with groups in the health sector to develop and manage government, public policy, funding, advocacy and stakeholder strategies.

> Dani is ***co-founder of the Cross-Border Health Foundation***, an organization that fosters dialogue between Canada and the United States around common health priorities. In addition to operating Magnet Strategy Group, Dani serves on the ***Industry Advisory Board for Bloom Burton & Co***., a healthcare investment advisory firm in Toronto. She is also a Health Leader-in-Residence for the ***World Health Innovation Network (WIN)***, within the University of Windsor's Odette School of Business.

What else is there to say? She is clearly a very connected person. Considering that Medicago landed a $173 million contract, due largely to her lobbying, Peters was financially a great investment. This deal wasn't just to fund vaccine research, it was to build a facility as well.

3. Peters Lobbied While With Rothwell

Medicago Inc.
Consultant: **LEO DUGUAY, The Rothwell Group Inc.**
Designated Public Office Holders:
- **Rainer Englehardt**, Assistant Deputy Minister, Public Health Agency Canada | Health Canada
- **Ted Laking**, Special Assistant, Minister's Office | Health Canada (HC)

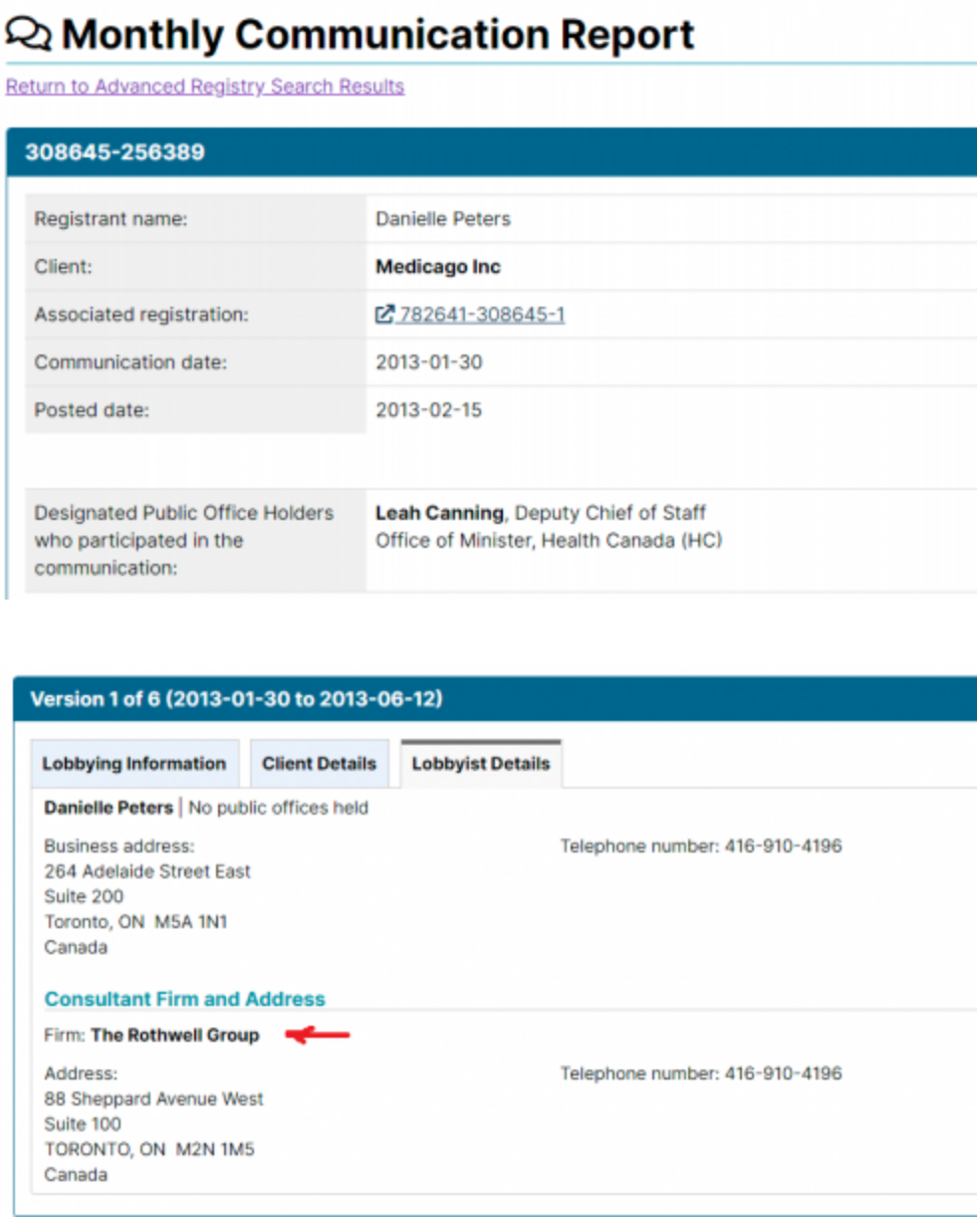
Communication Date: **2013-03-26**

Medicago Inc
Consultant: **Danielle Peters, The Rothwell Group**
Designated Public Office Holders:
- **Leah Canning**, Deputy Chief of Staff, Office of Minister | Health Canada (HC)

Communication Date: **2013-01-30**

Medicago Inc.
Consultant: **MARK RESNICK, THE ROTHWELL GROUP INC.**
Designated Public Office Holders:
- **Sandra Buckler**, Chief of Staff, Minister of Health | Health Canada (HC)

Communication Date: **2012-09-19**



Monthly Communication Report

Return to Advanced Registry Search Results

308645-256389

Registrant name:	Danielle Peters
Client:	**Medicago Inc**
Associated registration:	782641-308645-1
Communication date:	2013-01-30
Posted date:	2013-02-15
Designated Public Office Holders who participated in the communication:	**Leah Canning**, Deputy Chief of Staff Office of Minister, Health Canada (HC)

Version 1 of 6 (2013-01-30 to 2013-06-12)

Lobbying Information | Client Details | Lobbyist Details

Danielle Peters | No public offices held

Business address:
264 Adelaide Street East
Suite 200
Toronto, ON M5A 1N1
Canada

Telephone number: 416-910-4196

Consultant Firm and Address

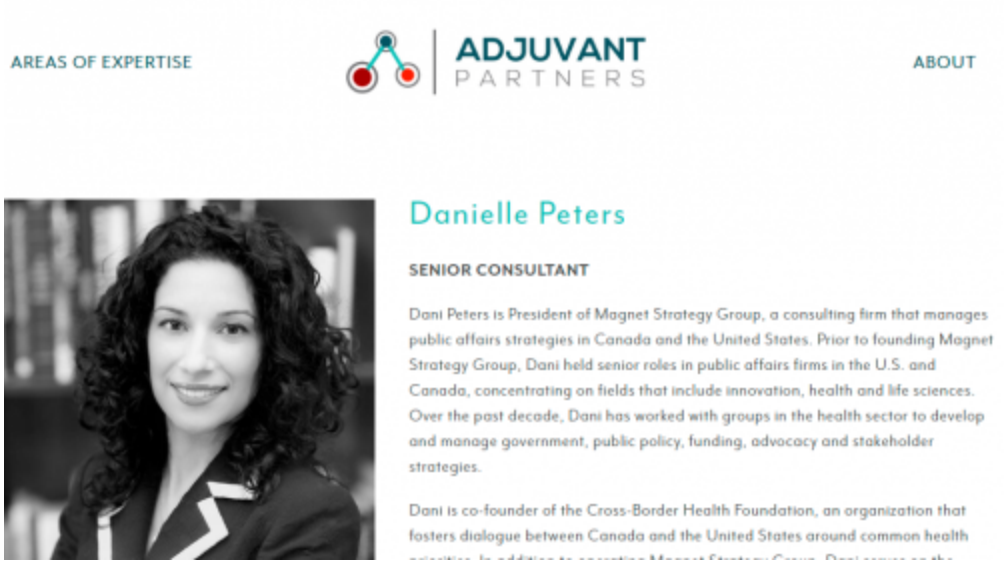
Firm: **The Rothwell Group**

Address:
88 Sheppard Avenue West
Suite 100
TORONTO, ON M2N 1M5
Canada

Telephone number: 416-910-4196

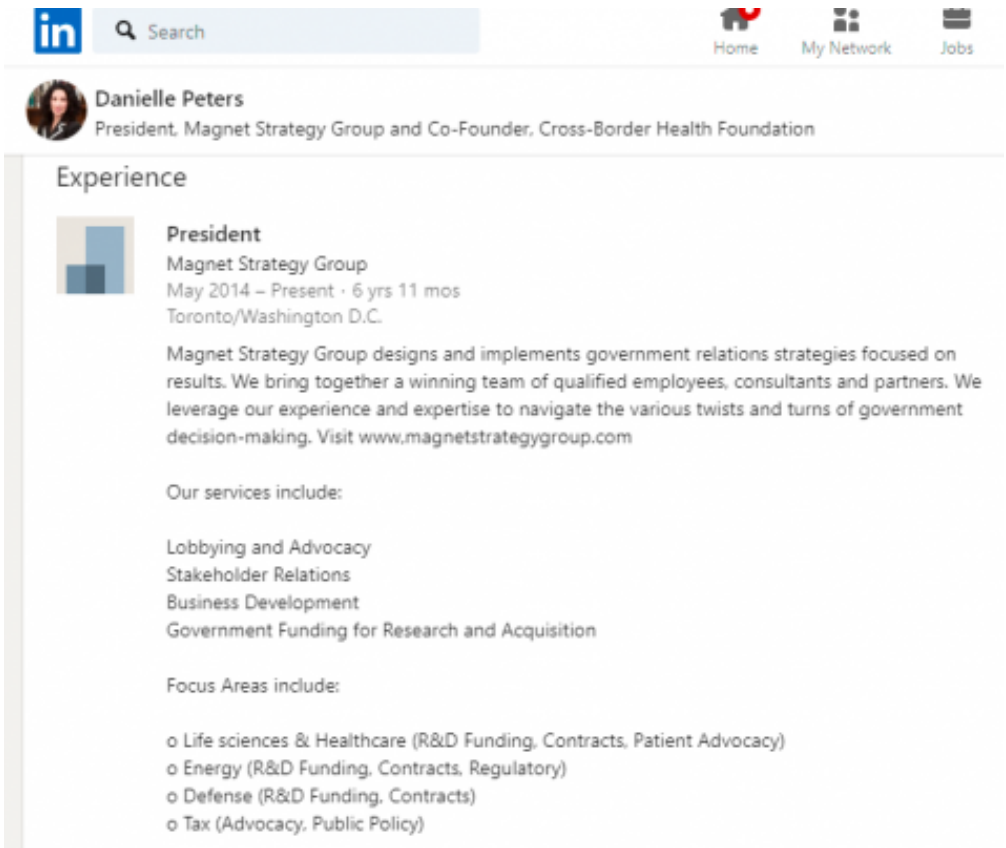
It worth pointing out that Peters also lobbied on behalf of Medicago when she was employed by the firm, Rothwell Group. Seems that not much has changed.

4. Peters Part Of Adjuvant Partners As Well


AREAS OF EXPERTISE
ADJUVANT
PARTNERS
ABOUT
Danielle Peters
SENIOR CONSULTANT
Dani Peters is President of Magnet Strategy Group, a consulting firm that manages public affairs strategies in Canada and the United States. Prior to founding Magnet Strategy Group, Dani held senior roles in public affairs firms in the U.S. and Canada, concentrating on fields that include innovation, health and life sciences. Over the past decade, Dani has worked with groups in the health sector to develop and manage government, public policy, funding, advocacy and stakeholder strategies.
Dani is co-founder of the Cross-Border Health Foundation, an organization that fosters dialogue between Canada and the United States around common health

Look familiar? It should. This profile is almost identical to the Magnet profile, down to using the same photograph. Among other things, Adjuvant lists "gene therapy" as one area it's involved with. This appears to be another lobbying firm, as they don't do medical research themselves.

5. Peters' LinkedIn Page


Search
Home
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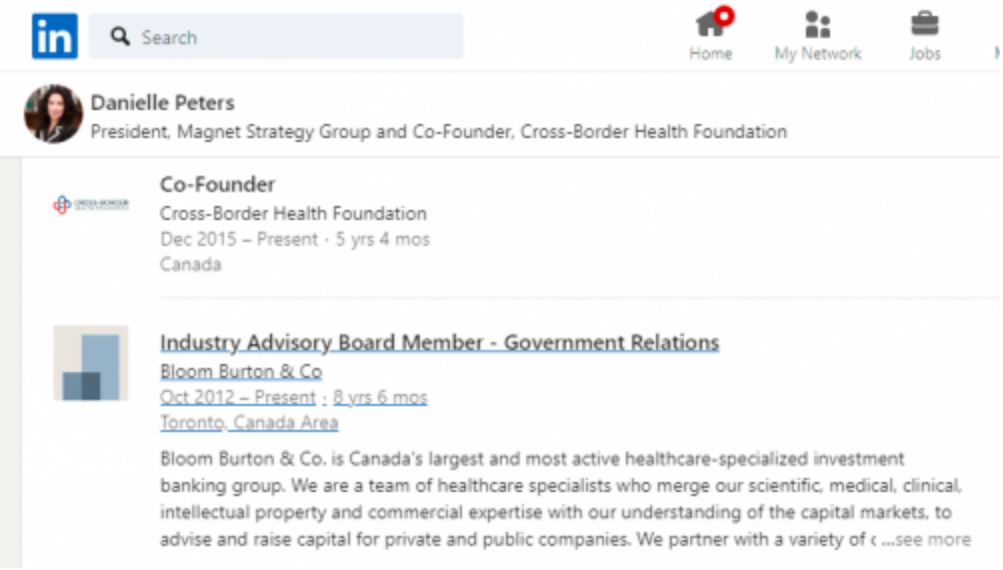
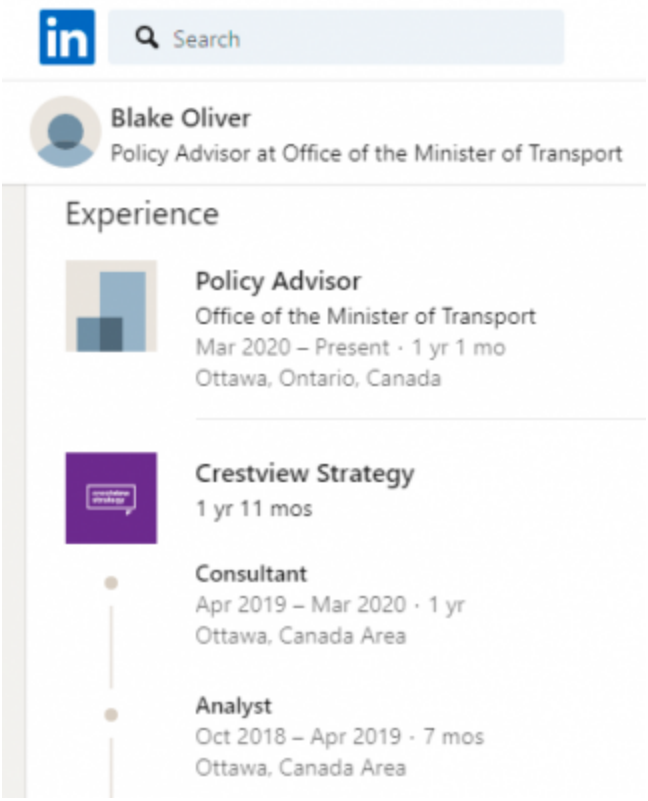
Jobs
Danielle Peters
President, Magnet Strategy Group and Co-Founder, Cross-Border Health Foundation
Experience
President
Magnet Strategy Group
May 2014 – Present · 6 yrs 11 mos
Toronto/Washington D.C.
Magnet Strategy Group designs and implements government relations strategies focused on results. We bring together a winning team of qualified employees, consultants and partners. We leverage our experience and expertise to navigate the various twists and turns of government decision-making. Visit www.magnetstrategygroup.com
Our services include:
Lobbying and Advocacy
Stakeholder Relations
Business Development
Government Funding for Research and Acquisition
Focus Areas include:
o Life sciences & Healthcare (R&D Funding, Contracts, Patient Advocacy)
o Energy (R&D Funding, Contracts, Regulatory)
o Defense (R&D Funding, Contracts)
o Tax (Advocacy, Public Policy)

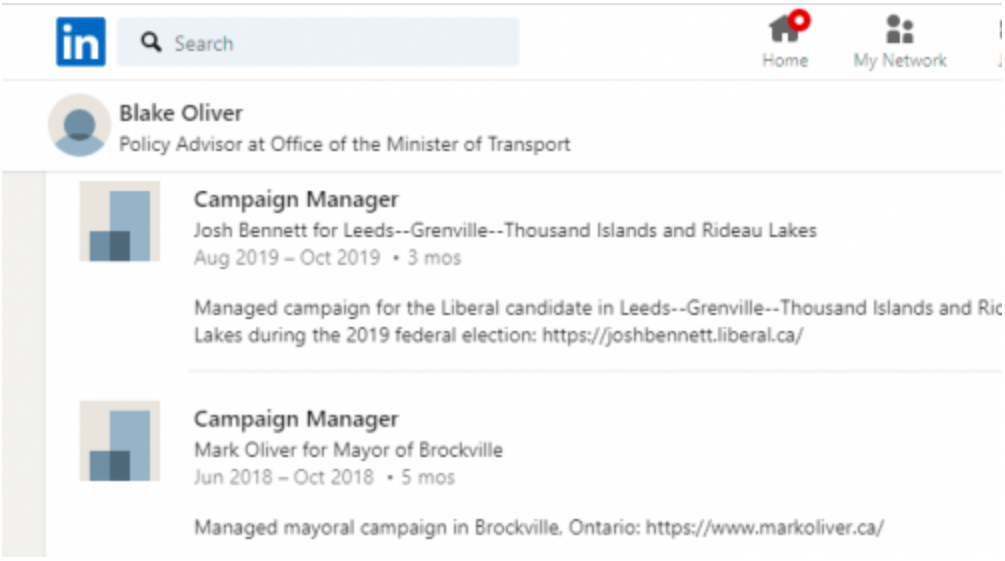

Search
Home
My Network
Jobs
Danielle Peters
President, Magnet Strategy Group and Co-Founder, Cross-Border Health Foundation
Co-Founder
Cross-Border Health Foundation
Dec 2015 – Present · 5 yrs 4 mos
Canada
Industry Advisory Board Member - Government Relations
Bloom Burton & Co
Oct 2012 – Present · 8 yrs 6 mos
Toronto, Canada Area
Bloom Burton & Co. is Canada's largest and most active healthcare-specialized investment banking group. We are a team of healthcare specialists who merge our scientific, medical, clinical, intellectual property and commercial expertise with our understanding of the capital markets, to advise and raise capital for private and public companies. We partner with a variety of ...see more

The profile of one of the main players behind the $173 million spending. However, she has not acted alone in this.

6. Blake Oliver Jumps Ship To Government

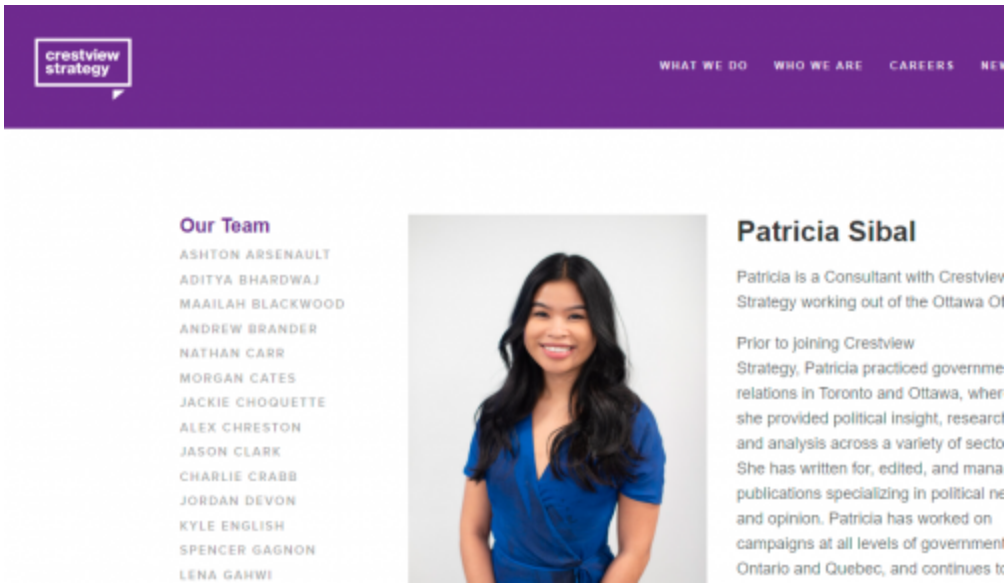
Monthly Communication Report
Return to Advanced Registry Search Results
365728-465826
Registrant name: Blake Oliver
Client: Medicago Inc.
Associated registration: 941838-365728-1
Communication date: 2020-02-26
Posted date: 2020-03-02
Designated Public Office Holders who participated in the communication:
Sarah Assoum, Special Assistant (Québec Desk)
Minister's Office, Innovation, Science and Economic Development Canada (ISI
Celine Caira, Policy Advisor
Minister's Office, Innovation, Science and Economic Development Canada (ISI




Search
Home
My Network
Blake Oliver
Policy Advisor at Office of the Minister of Transport
Campaign Manager
Josh Bennett for Leeds--Grenville--Thousand Islands and Rideau Lakes
Aug 2019 – Oct 2019 • 3 mos
Managed campaign for the Liberal candidate in Leeds--Grenville--Thousand Islands and Ric
Lakes during the 2019 federal election: https://joshbennett.liberal.ca/
Campaign Manager
Mark Oliver for Mayor of Brockville
Jun 2018 – Oct 2018 • 5 mos
Managed mayoral campaign in Brockville, Ontario: https://www.markoliver.ca/

On February 26, 2020, Blake Oliver lobbied the Federal Government on behalf of Medicago, while still employed at Crestview Strategy. Days later, he was working for the Government, in the Ministry of Transportation. He also helped volunteer for the Liberals in the 2019 election.

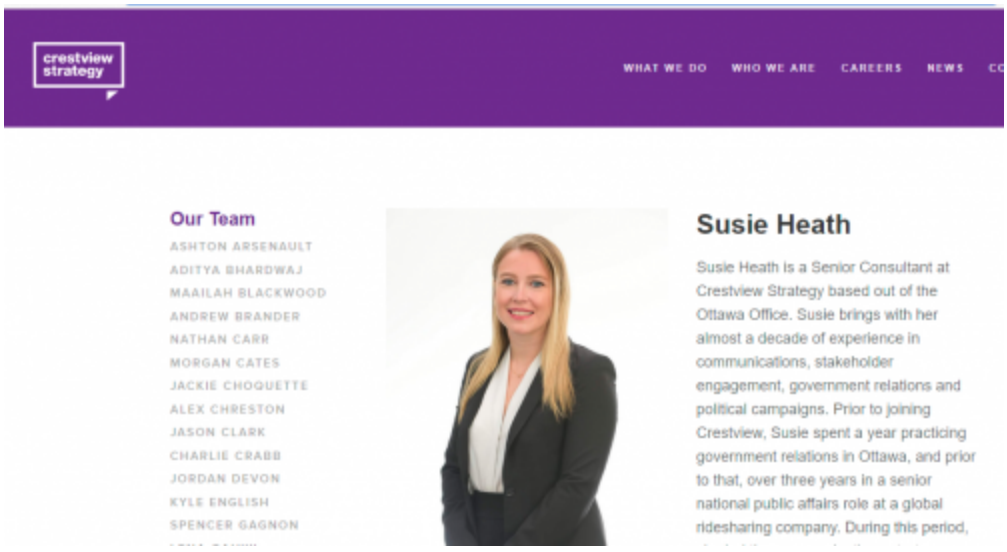
7. Patricia Sibal, Liberal Party Volunteer



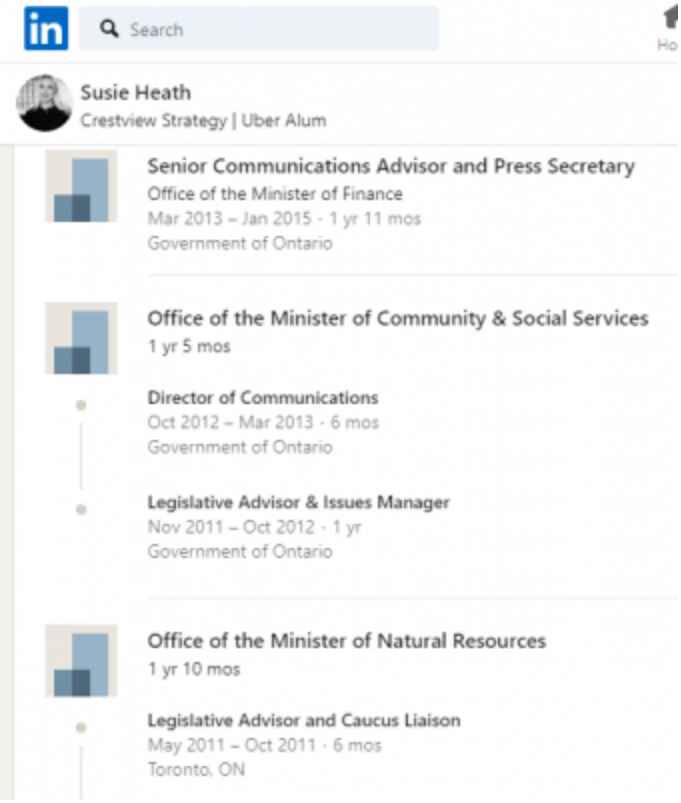
Registration - Consultant
Medicago Inc. / Medicago Inc. / Patricia Sibal, Consultant
Registration Information
Client name: Medicago Inc. / Medicago Inc.
Lobbyist name: Patricia Sibal, Consultant
Initial registration start date: 2019-08-06
Registration status: Active
Registration Number: 944385-365179
Registration versions: 2 of 2: 2020-11-17 to pr

Also connected to this is Patricia Sabil. She has lobbied for Medicago, while working for Crestview Strategy. She is also a volunteer with the Liberals in Ontario and Quebec.

8. Susie Heath, Liberal With Wynne/McGuinty


crestview strategy
WHAT WE DO
WHO WE ARE
CAREERS
NEWS
Our Team
ASHTON ARSENAULT
ADITYA BHARDWAJ
MAAILAH BLACKWOOD
ANDREW BRANDER
NATHAN CARR
MORGAN CATES
JACKIE CHOQUETTE
ALEX CHRESTON
JASON CLARK
CHARLIE CRABB
JORDAN DEVON
KYLE ENGLISH
SPENCER GAGNON
Susie Heath
Susie Heath is a Senior Consultant at Crestview Strategy based out of the Ottawa Office. Susie brings with her almost a decade of experience in communications, stakeholder engagement, government relations and political campaigns. Prior to joining Crestview, Susie spent a year practicing government relations in Ottawa, and prior to that, over three years in a senior national public affairs role at a global ridesharing company. During this period,

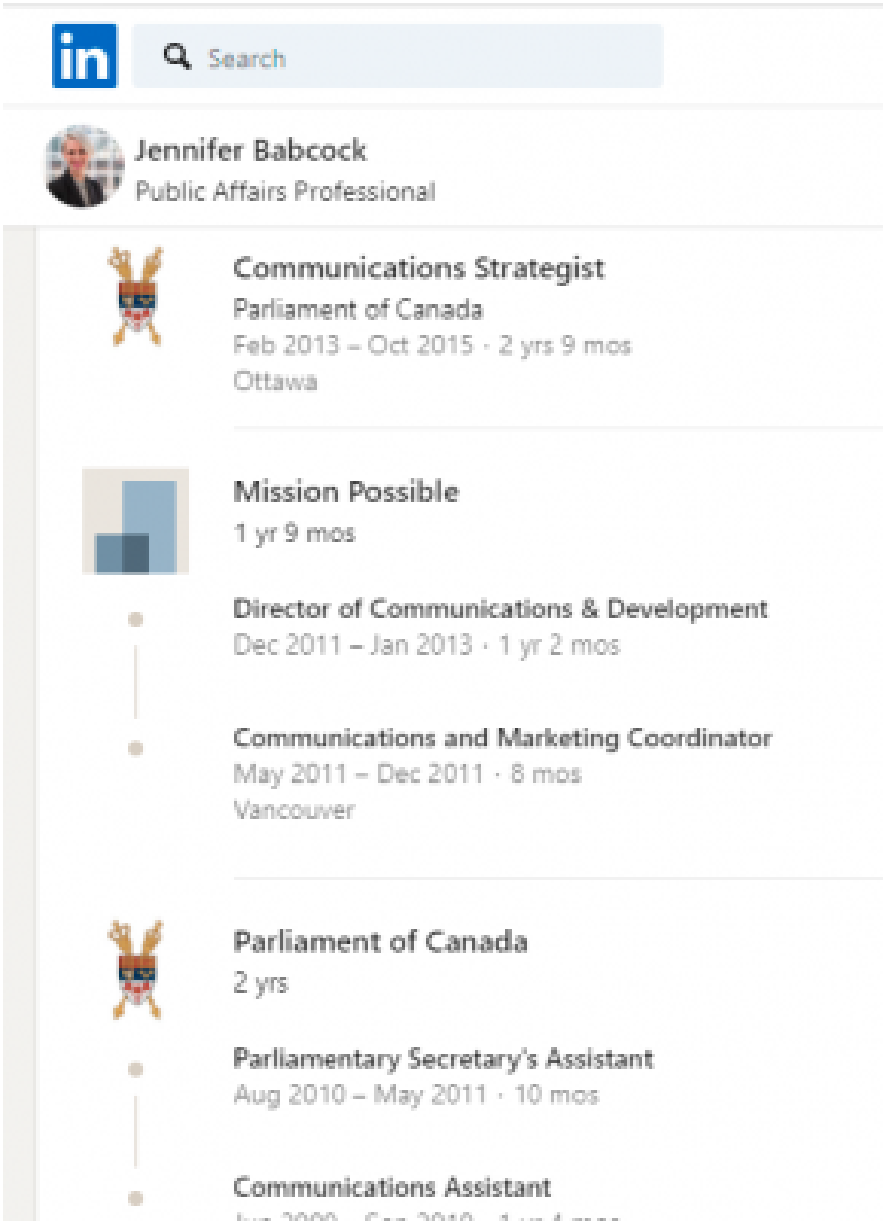
Registration - Consultant
Medicago Inc. / Medicago Inc. / Susie Heath, Consultant
Registration Information
Client name: Medicago Inc. / Medicago Inc.
Lobbyist name: Susie Heath, Consultant
Initial registration start date: 2019-07-02
Registration status: Inactive
Registration Number: 938289-365033
Registration versions: 1 of 1: 2019-07-02 to 20


Search
Susie Heath
Crestview Strategy | Uber Alum
Senior Communications Advisor and Press Secretary
Office of the Minister of Finance
Mar 2013 – Jan 2015 · 1 yr 11 mos
Government of Ontario
Office of the Minister of Community & Social Services
1 yr 5 mos
Director of Communications
Oct 2012 – Mar 2013 · 6 mos
Government of Ontario
Legislative Advisor & Issues Manager
Nov 2011 – Oct 2012 · 1 yr
Government of Ontario
Office of the Minister of Natural Resources
1 yr 10 mos
Legislative Advisor and Caucus Liaison
May 2011 – Oct 2011 · 6 mos
Toronto, ON

Susie Heath spent years with the Liberal Government of Dalton McGuinty and Kathleen Wynne. She has also lobbied on behalf of Medicago, while with Crestview Strategy

9. Jennifer Babcock, Ex-Crestview Lobbyist

Registration - Consultant
Medicago Inc. / Medicago Inc. / Jennifer Babcock, Consultant
Registration Information
Client name: Medicago Inc. / Medicago Inc.
Lobbyist name: Jennifer Babcock, Consultant
Initial registration start date: 2018-09-12
Registration status: Inactive
Registration Number: 932133-362841
Registration versions: 3 of 3: 2019-04-12 to 2019-



Babcock spent several years in Parliament, working for various politicians. She also lobbied on behalf of both Medicago and GAVI. Honourable mentions go out to Lucas Malinowski, and Joanna Carey, who appear to have since left Crestview.

Jason Clark is still with Crestview, and has acted for Medicago and GAVI. He volunteered in the 2015 election for Liberals in the Ottawa region. Crestview itself was co-founded by Rob Silver, husband of Katie Telford, Trudeau's Chief-of-Staff.

Currently, Ashton Arsenault is registered as a lobbyist for both Medicago and GAVI. For some variety, he is a strategist with the Conservative Party of Canada.

For some background information into Crestview and other lobbying, please check here, here, here and here.

This is what they mean when they say “we’re all in it together”.

10. Conflicts Of Interest Ignored In Media

Given the heavy subsidization of the media in Canada, it’s no surprise that none of this is being reported. When outlets are dependent on the Government to prop them up, they are unlikely to do real research. But about that $173 million grant, people should know who is really pulling the strings.

CANADA, CORRUPTION, GLOBALISM, HEALTH, LOBBYING, NGO/CS, VACCINES

One Reply to “Crestview Strategy, Danielle Peters, Lobbyists Behind $173 Million Grant To Medicago”

Serafina Frenzel

AUGUST 28, 2024 AT 7:13 AM

I love how you break things down so clearly.